

January, 1959 the Manufacturing Confectioner

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Stuckey's

A unique roadside candy chain — page 23



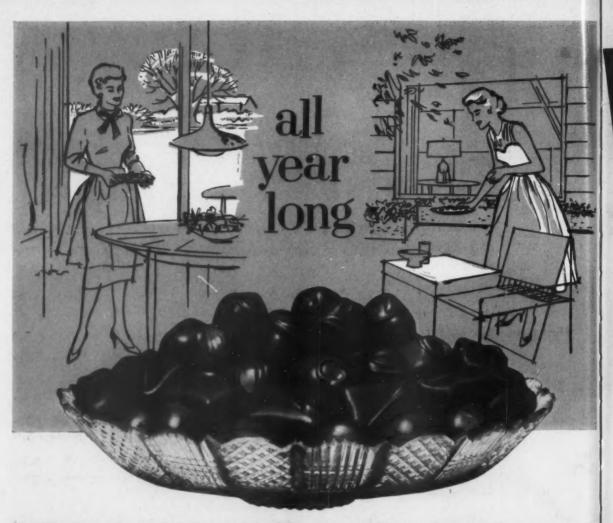
Outdoor Advertising

How candy uses outdoor — page 17



An elegant shop

Beautiful colonial architecture — page 26



Coatings made with Durkee's Paramount give your product climate-controlled "buy" appeal

Specify coatings made with Durkee's Paramount vegetable hard butters to give your products real eye appeal...real taste appeal...all year 'round.

Durkee's Paramount is available in varying degrees of hardness to meet specific requirements of all types of confections...all types of climatic conditions...to the repeated satisfaction of your customers. More and more leading manufacturers are specifying Paramount. Why not let Durkee trained specialists show you how Paramount coatings can be used to the best advantage in your operation?

Coatings made with Paramount are famous for:

• High Gloss Retention • Greater Bloom Resistance

• Greater Stability • Longer Shelf Life • Year 'Round Top Performance

DURKEE'S PARAMOUNT

LOUISVILLE, KENTUCKY . CHICAGO, ILLINOIS . BERKELEY, CALIFORNIA . NEW YORK, NEW YORK



MAA

ALL OVER THE WORLD, our customers have one thing in common—they ask questions. They ask them by the thousands—of themselves, of their friends, of others in the industry, and of US!

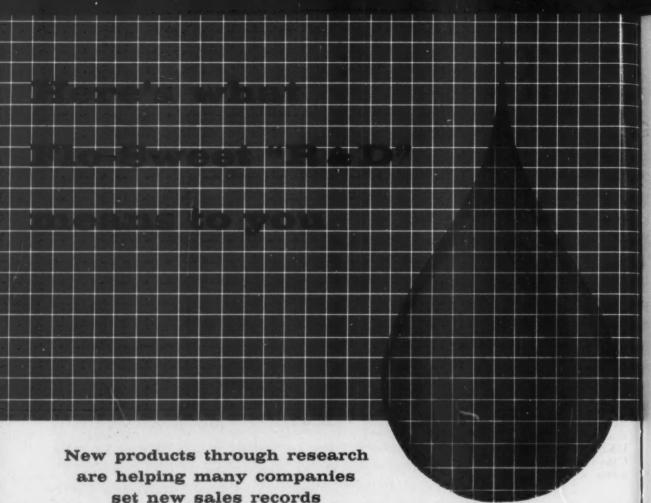
WE'RE GLAD THEY DO! We believe the only way to buy confidently and intelligently is by asking questions. And, by answering each and every question honestly and forthrightly, we at BURNS can tell repeatedly the BURNS story of product and service superiority in terms of practical facts and figures.

ONE INTERESTING THING WE'VE FOUND is that all the thousands of questions seem to start with "WHY". "Why call in BURNS to help in plant layout?" "Why do so many in the industry buy BURNS machinery?" "Why do they say that BURNS equipment is the most economical investment?" "Why does BURNS-developed machinery keep setting new standards of performance?" And so it goes!

THE SAME APPLIES to the firms we represent in the United States market — Baker Perkins, Ltd.—Å. Savy Jeanjean & Cie.—n. v. Vormenfabriek. All have capable technical staffs. All are established suppliers upon whom you can depend for continued service. All give you top value for your investment. All are constantly improving their products for your benefit. That's why BURNS represents them.

IN 1959 our advertising will be devoted to answering the "WHY'S" of machinery purchasing. Providing practical answers which are profitable to you is exactly what has justified our growth and success over the last 95 years.





Refined Syrups maintains a comprehensive research and development laboratory. This means Flo-Sweet is constantly improved, processes are kept up-to-date, and the significance and utility of new sugars are continually under study.

Flo-Sweet's liquid sugar system was the earliest form of bulk handling, preceding by many years today's trend to advanced materials handling of oils, flour, granulated sugars, fats, etc. Specialized knowledge gained through this pioneering makes it possible for Flo-Sweet to offer:

COMPLETE ENGINEERING SERV-ICE – Design and installation of customer receiving, storage, and distribution systems with built-in controls of meters, pumps, and valves for push-button operation.

AUTOMATION - Coolers for bak-

ers...heaters for fast and economical water removal...and specialized equipment designed by Flo-Sweet make possible continuous processing.

QUALITY IMPROVEMENTS — Removal of turbidity assures a truly neutral sweetener that safeguards flavor, aroma, and taste. Reduction of mineral content (ash) to .005% maximum and production of colorless liquid sugar, measures of sugar purity, are achievements of research.

NEW SWEETENERS — Flo-Sweet customers are enjoying the advantages of Sucrodex (sucrose-dextrose sugars), Inverdex (invert-dextrose sugars), and liquid sugar/corn syrup blends — a whole new family of sweeteners formulated to meet individual requirements.

In R&D, as well as in every phase of the company's service to industrial sugar users, Flo-Sweet resolves:

- To help solve customers' problems.
- To offer products priced competitively and beyond reproach in quality.
- To earn the right to the continued confidence of sugar users, by keeping creatively alert to new developments.



Flo-Sweet research has helped customers solve many problems. Factual reports, technical papers, illustrated brochures, and an authoritive handbook have been published to disseminate technical information widely.

REFINED SYRUPS & SUGARS, INC.

YONKERS, NEW YORK

SERVING INDUSTRIAL SUGAR USERS EXCLUSIVELY FROM YONKERS, ALLENTOWN, DETROIT, TOLEDO

FLO-SWEET®

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Smith Bros. - Bazooka deal

Jobbers are being offered six packages of ten cent Smith Brothers cough drops with every 240-count penny Bazooka box. Three packages are offered with 24-count nickel Bazooka boxes. Topps feels that jobbers will take advantage of this deal for the winter months when cough drop sales are at their seasonal peak.

Gott joins advertising agency

Philip P. Gott, retired president of the National Confectioners Association, has taken a position as vice president of August Burghard, Inc., an advertising agency of Fort Lauderdale, Florida.

Gott will work in the public relations department of the firm.

Chocolate ass'n. changes name

The Association of Cocoa and Chocolate Manufacturers of the United States has changed its name to the Chocolate Manufacturers of the U.S.A. Hans Wolflisberg, president of the Nestle Company, has been elected to the executive committee of the association.

Mars appoints special agency

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blished widely. Mars, Inc. has announced the appointment of an agency to handle its point-of-purchase displays. J. M. Callan, president of the agency which bears his name, was merchandising consultant for Marsduring the past few years prior to the formation of his point-of-purchase agency.

NCA publishes candy book

The National Confectioners Association has published its book, "All About Candy and Chocolate", as a general reference book on the industry suitable for library, school and general information purposes. It is written for the most part by a professional writer, L. F. Van Houten, though it includes chapters authored by industry figures in their own fields of speciality.

Dr. Katheryn Langwill writes on "Confections in the Diet", Dr. L. F. Martin on "Candy—An Art and a Science", Col. Rohland A. Isker writes on candies as used in military rations, and Philip P. Gott writes on "75 Years of the NCA".

Copies are available for \$4.50 from the NCA, 36 South Wabash Ave., Chicago 3, Illinois.

Schnering joins adv. agency

Robert Schnering, former president of Curtiss Candy Co., has been appointed president of Slayton-Racine, Inc., Toledo advertising agency. Mr. Schnering will devote most of his time to the development of plans for the agency's accounts in the candy and food business from their Chicago office.

Rasweiler sales mgr. at Heller

Warren P. Rasweiler has been named sales manager at Heller Candy Company, Inc. He was candy buyer for the S. H. Kress Company for seven years and most recently a candy broker specializing in national sales to variety chains.

New name for Wilbur

Wilbur Chocolate Company is the new corporate name of Wilbur-Suchard Chocolate Company, founded over 75 years ago. Wilbur president, Warren L. Newcomer says that the dropping of "Suchard" from the corporate title is the first step in a revised marketing set-up planned for Suchard consumer products.

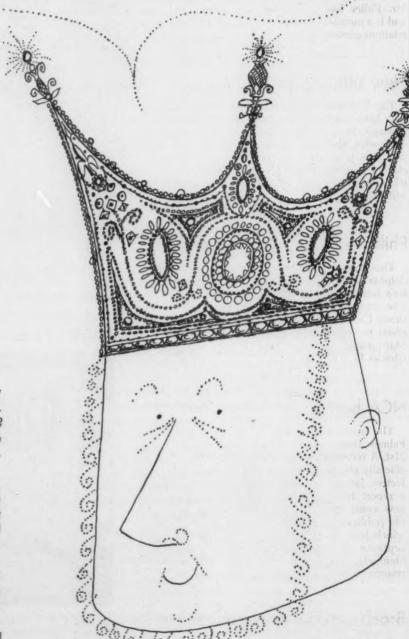
Johnston uses modern art



Posters for dealers' windows which make use of clean, modern line in a sophisticated art theme have been distributed by Johnson Candy Company, Milwaukee.

Published monthly by The Manufacturing Confectioner Publishing Company, Executive offices: 418 North Austin Boulevard, Oak Park, Illinois. Felephone Village 8-6310, Eastern Offices: Box 115, Glen Rock, New Jersey. N.Y. City telephone Bowling Green 9-8976. Publication Offices: 1309 Main Street, Pontiac, Pillinois. Copyright, 1959, Prudence W. Allured. All rights reserved. Second-class mail privileges authorized at Pontiac, Illinois.

Crown Your Candies
with the Best Confectioner's Coating
made with BEST FOODS' S-70-XX
(The scientific hard butter)



Why not the best—Best Foods' exclusive Hard Butter S-70-XX—for your confectioner's coatings?

Your customers will taste the delicious difference.

S-70-XX Hard Butter is exclusive, patented, and uniform in quality with controlled low-melt fractions. Available in desired melting points.

Ask your supplier for S-70-XX coatings. He can give you immediate delivery.



YOU DO BETTER WITH BEST FOODS



NEW YORK . CHICAGO . DALLAS . SAN FRANCISCO

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Muzzy president at Daggett

Richard D. Muzzy, who has been with Daggett Chocolate for 23 years, was elected president of that company by the board of directors succeeding Mr. Fred L. Daggett who died recently. Mr. Muzzy along with serving on the board of NCA has been president of the New England Manufacturing Confectioners Association. The board also named Lane W. Fuller, general sales manager, a vice president. Mr. Fuller has been with Daggett for 12 years and is a member of NCA's manufacturer-distributor relations committee.

New officers for WCSA

The Western Confectionery Salesmen's Association held their annual convention last month in Chicago. New officers are: Bill Stronge, president, Al Fowler, first vice president, Byron Wingler, second vice president, and Warren Durgin was reelected secretary-treasurer. The convention included business meetings on two days, a dinner dance and a stag party.

Philly retailers plan banquet

The Retail Confectioners Association of Philadelphia will hold their annual banquet at McAllister's Restaurant in Philadelphia on February 23rd. The association will award their fourth annual National Candy Award at the banquet. The first was given to James A. King, the second to Theodore Marquetand and last year it was received by Charles H. Welch, Jr.

NCA board elects Steinberg

The board of directors of the NCA met at the Palmer House in Chicago, November 20th and 21st. A record attendance of 22 out of 24 directors officially elected Douglas S. Steinberg president effective January 1, 1959. Other business included a report from the sugar committee, a review of new committees and appointments, a report on the publication "All About Candy and Chocolate" which was slated for mailing December 15th, acceptance of a membership drive set-up by Mr. Steinberg, a report on Operation Turnover, and a resume of the Association's publicity work.

Brach's chalks up record sales

Brach's sales for the fiscal year ended September 30, 1958 were a walloping \$52,182,961, a million dollars over last year's sales. In its report to stockholders the company made known plans for a \$2 million building to be used for warehousing. Construction is planned for the early part of 1959.

Candy sales continue good

Sales for the first ten months of 1958 show steady gains that are fairly evenly spread geographically and by product through the industry.

	Estimated sales of current month Estimated sales and comparison year to date October Percent 1958 change			
Item	1958	Octobe	10 months er 1958 1 (\$1,000)	0 months
Confectionery and competitive cho				
late products, estimated total BY KIND OF BUSINESS	129,737	+2	919,015	+5
Manufacturer-wholesalers	103,818	+3	716,523	+5
Manufacturer-retailers	10,164	+10	90,051	+8
Chocolate manufacturers	15,755	-7	112,441	+3
TOTAL ESTIMATED SALES	OF			
MANUFACTURER-WHOLESA BY DIVISION AND STATI				
New England	12,789	+2	85,763	+8
Middle Atlantic	28,782	+5	221,510	+5
N. Y. and N. J	16,935	+6	134,904	+5
Pa	11,847	+5	86,606	+5
East North Central	42,773	+1	283,385	4-4
Ill.	36,580	+3	249,409	+6
Ohio and Ind.	4.637	-5	23,599	-4
Mich. and Wis.	1,556	-14	10,377	-1
West North Central	3,133	+3	20,273	+16
Minn., Kan., S. Dak., and Neb.	2,114		13,077	+21
Iowa and Mo	1.019	$+13 \\ -12$	7.196	
lowa and Mo	1,019	-12	7,190	+7
South Atlantic	4,956	+10	32,207	+7
N. Car., and S. Car,	1,968	+1	13,287	+4
Ga. and Fla	2,988	+16	18,920	+9
East South Central:				
Ky, Tenn., Ala., and Miss	3,352	+3	15,730	+3
West South Central Ark., La., Okla., and Tex	2,908	+5	19,486	+10
				,
Mountain:				
Ariz., Colo., Id., N. Mex.,	707	1.0	4.849	-1
and Utah	785	+6	4,642	-4
Pacific	4,340	-4	33,527	-4 -5
Calif	3,266	-7	26,491	
Wash. and Ore	1,074	+8	7,036	(3)

²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

	October 1958			First 10 month Pounds (1,000) Value Percent		
Type of product ¹	Pounds (1,000)	Value (\$1,000	1958	from 1957		from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS	145,070	8 00,050	1,100,730	+1	435,707	+4
Package goods made to retail:						
\$1.00 or more per lb.	4,493	5 4,279	32,240	+5	34,420	+7
\$.50 to \$.99 per lb	18,46	1 10,000	107,548	-7	58,040	-1
Less than \$.50 per lb.	21,73	6,252	175,308	+6	44,608	+3
Bar goods	66,406	3 28,136	523,878	(*)	213,408	+5
Bulk goods#	23,518	6,832	165,043	-1	44,807	+2
5¢ and 10¢ specialties	10,469	4,491	96,713	+6	40,424	+8

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

²Includes penny goods.

^aLess than 0.5 percent change.

take California Valencias add California Navels plus the know-how of Sunkist Growers

to make the best orange oil for you!

It takes just the right proportion of the rich oil of flavorful California Valencias ...plus the aromatic oils of deep-colored navels...and the unmatched experience and skill of the Sunkist Growers in citrus product manufacture, to produce the best orange oil for you - Exchange Brand, U.S.P.

Precisely blended...identical in quality and strength, batch after batch... Exchange Brand Orange Oil is insurance that your products will maintain superiority batch after batch, year after year.

Ask your distributor for Exchange Brand Orange Oil - in the sealed container. It adds so little to the cost of finished goods, you cannot afford to pay less.



Orange Oil U.S.P. California Cold-pressed

Sunkist Growers

PRODUCTS SALES DEPARTMENT . ONTARIO, CALIF. Distributed in the U.S. and Canada by:

Dodge & Olcott, Inc. 180 Varick St., New York 14, N.Y. Fritzsche Brothers, Inc. 76 Ninth Ave., New York 11, N.Y. Ungerer & Company, Inc. 161 Avenue of the Americas, New York 13, N.Y.

Inquiries from countries other than U.S. and Canada should be directed to Sunkist Growers, Products Sales Department.



CO, CALIF.

tioner





"Tops"
for colorful
Springtime

for freshness

NESTLÉS

PETER'S RUNKEL'S

THE NESTLÉ COMPANY, INC.

How to establish a beachhead...



If your sales volume is slipping, don't throw in the towel . . . establish a beachhead with the man from Blumenthal. Life's a picnic when you rely on his fine quality chocolate products and the sincerity of his service. Drop everything and . . .

see your man from...

BLUMENTHAL BROS. CHOCOLATE CO.

MARGARET AND JAMES STS., PHILADELPHIA 37, PA.

10 - The Manufacturing Confectioner



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the Manufacturing Confectioner

with International Confectioner

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January 1959 Volume XXXIX—Number 1

Edited and Published in Chicago

The Candy Manufacturing Center of the World



How candy uses outdoor

Outdoor advertising is used in a variety of ways by candy manufacturers, in steadily increasing amounts. page 17

Stuckey's roadside candy shops

An elegant shop

Beautiful colonial architecture is combined in these Helen Elliot shops with the most modern in merchandising techniques. ...page 26

The Weekend Special

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Founder-Earl R. Allured
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Technical Editor-Wesley Childs
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English Representative-M. G. Reade
Castern Manager-Allen R. Allured
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Publisher-P. W. Allured
Editor-Thomas F. Sullivan
English Representative-M. G. Reade
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Publication Office: 418 N. Austin Blvd., Oak Park, Illinois. VIllage 8-6310 Eastern Office: Box 115, Glen Rock, New Jersey. N.Y. City Telephone Bowling Green 9-8976

England: Prosect House, Heath Street, London N. W. 3.

Subscription price U.S. & Canada, \$3.00 per year, \$5.00 for two years. Individual copy 50¢. Foreign Subscription prices, \$5.00 per year, \$7.50 for two years. In ordering change of address, give both the new and old address. Member Associated Publications, and Audit Bureau of Circulation.

The sweet and the sour

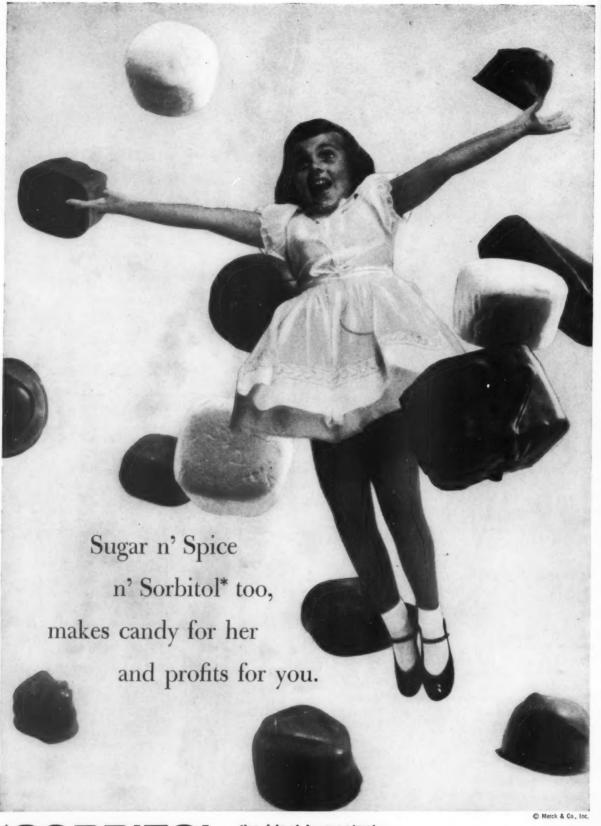


These eight children, dressed for Halloween, are members of a class at the Clarke School for the Deaf at Northampton, Massachusetts. They designed and constructed their own costumes, taking popular candy bars as their theme.

One of the unique compensations available to one whose work involves the candy business is the tremendous universal appeal that our product has, and how that appeal transcends all artificial barriers such as race, religion, nationality, as well as that of physical affliction. And children face one of the toughest barriers of all, that of communication with others. Seldom do we realize, unless faced with this problem, that it is through communication that practically all of our education and knowledge is acquired.

During their slow struggle to build the peculiar type of communication that has been forced upon them, we hope that the enjoyment of candy will often be theirs.

SEA



*SORBITOL

the ideal humectant —
A product of MERCK & CO., Inc., Rahway, New Jersey

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bars or bons

Burrell Belts O

Williamson Candy Company selected Burrell Double Texture "Reflecto" Cooling Tunnel Belts to convey their taste appealing Oh Henry! Bar...like so many other leading candy makers Williamson has found "Reflecto" offers these advantages:

- Appearances: Because it's made by an exclusive BURRELL process, it meets the most exacting sanitary requirements, 100% oil and grease proof.
- Durability: When the job calls for rough treatment and hard wear, you're ahead if you specify "Reflecto". Users report up to three times the length of service of previous belting.
- Economy: Initial and long range costs are decreased because "Reflecto" performs better and lasts longer. In plants all over the country they are paying for themselves again and again with greater production, reduced manual labor and increased efficiency.

Hundreds of today's best sellers benefit from Burrells complete line of conveyor belts and specialties for every phase of candy production.

Feed Belts
 Wire Belting
 Batch Roller Belts
 Carmel Cutter Boards

BURRELLS

7501 N. St. Louis Ave., Skokie, Illinois AMbassador 2-8110 BRANCH OFFICES:

- O New York Area Gilbert 4-7625 304-D Oak St. Ridgewood, N. J.
- San Francisco
 Area
 Fireside 5-3996
 3827 Fernwood St.
 San Mates, Calif.
- Atlanta Area
 DRake 3-0742
 P. O. Bex 952
 Decatur, Ga.
- Cleveland Area Whitehall 2-0481
 1052 Tiega Trail
 Willoughby, Ohio

for January 1959 - 13

Announcement is made that

van Ameringen-Haebler, Inc. of New York and Polak & Schwarz N. V. of Zaandam, Holland

have combined their interests and will operate
as divisions of a New York parent company
to be known as

International Flavors & Fragrances Inc.

The identities of these two long-established firms will be retained and each will continue to serve its customers in the same manner as in the past.

By operating in conjunction with each other, they will have development, manufacturing and distributional facilities in fifteen countries, through wholly-owned subsidiaries in North and South America, Europe, the United Kingdom and South Africa.

As a result both firms will be able to supply their products and services on a greatly expanded and more effective basis.

van Ameringen-Haebler

A Division of International Flavors & Fragrances Inc.

521 West 57th Street New York 19, N. Y. Polak & Schwarz International N.V.

A Division of International Flavors & Fragrances Inc.

Zaandam Holland

Creators and Manufacturers of Flavors, Fragrances and Aromatic Chemicals

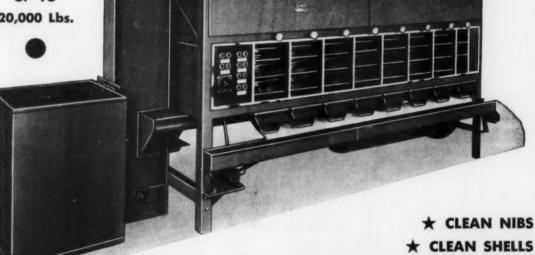


LEHMANN

WINNOWING MACHINE

"Reflex" - Breaker

MODELS FOR HOURLY CAPACITIES UP TO 20,000 Lbs.



* CLEAN NIBS

* MAXIMUM EXPLOITATION

* INCREASED HOURLY OUTPUT

* REDUCED PRODUCTION COST

For additional information write or phone to:

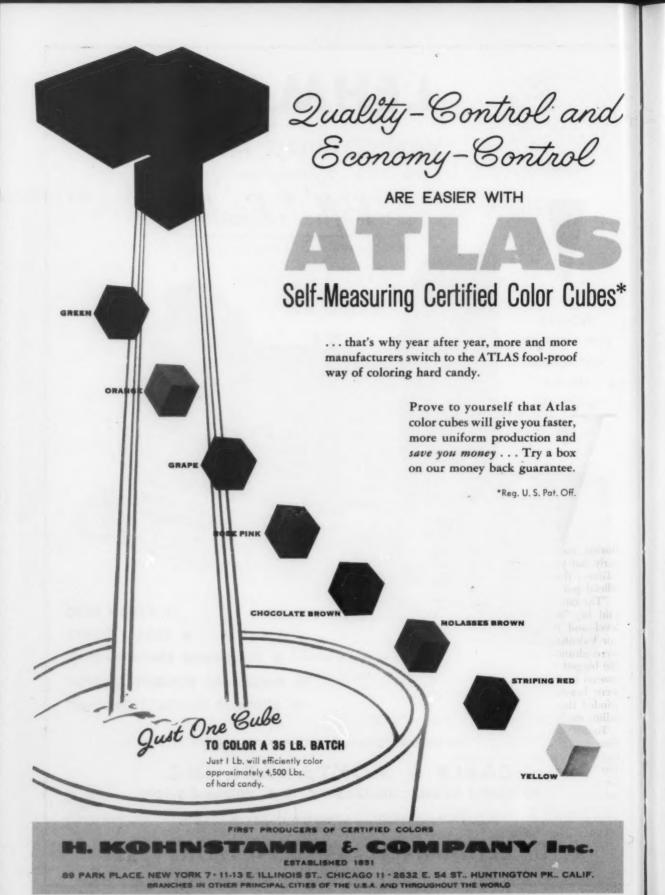
CARLE & MONTANARI, INC.

95 TEMPLE AVENUE, HACKENSACK, N. J. HUbbard 9-9293

Exclusive Representatives for the U.S.A. and CANADA for:

F. B. LEHMANN GMBH AALEN/WURTT, WESTERN-

ner



the Manufacturing Confectioner

January, 1959

Volume XXXIX-Number 1

How candy uses outdoor

hen W. F. Schrafft & Sons, Boston, used outdoor advertising for the first time

Boston, used outdoor advertising for the first time early last year, results exceeded its fondest expectations – they were "astonishing", as one company official put it.

"The one big job outdoor advertising had to do", said he, "was to increase turnover at the retail level—and it certainly has done it. Results from our Valentine showing were excellent. Warehouses were cleaned to the bare walls. We had one of the biggest sales increases in company history. Advanced bookings for other 'feature day' promotions were heavier than usual." Schrafft has since expanded this successful use of outdoor as its basic selling medium.

Today the accent is on saving time to gain more time for other pursuits. This "time-compression" factor has made commonplace labor-saving devices and the many prepared "convenience" foods in the home. And modern living's accelerated tempo is naturally reflected in advertising that gives consumers a sales story quickly, dramatically in big, easy-to-read size and with exciting color.

It is estimated that consumers are exposed daily to over \$27,000,000 worth of time and space advertising, a potential 1,500 advertising impressions every day. The time-compression factor thus beCandy manufacturers' use of outdoor advertising has more than doubled in the last four years

comes increasingly important for advertisers, especially so today when 90 per cent of America moves about in motor vehicles.

In this situation, outdoor becomes a prime medium for advertisers, for it delivers its message to a mobile market—people on their way to work, shop or play. Other media deliver their messages for the most part during a period of indoor activity. Outdoor, on the other hand, provides an opportunity of reaching these same people while they are outside the home, where there is no competition from other media. Surveys show that 83.1% of the people go outdoors daily. Outdoor speaks to people on the move—a market in motion.

Wrigley's gum has been a prime user of the medium for over 50 years. As *Tide*, the advertising trade publication, points out, Wrigley's advertising philosophy is to "tell 'em quick and often." Its current posters combine unusual illustrations



Your future factory

BY V. P. VICTOR, M.E., P.E. Consulting Engineer, New York City

This twenty page booklet is a reprint of the five part article that appeared in The Manufacturing Confectioner earlier this year. Mr. Victor has had considerable experience in candy machinery design, process development and factory layout. Chapters in this book include . . .

Financial Planning
Plant Essentials
Preliminary Plant Layout
Project Organization
Process Design
Production Line
Materials Handling
Building and Structure
Mechanical Work
Electrical Work
Contracting
Erection

BOOK ORDER

USE THIS ORDER FORM

The Manufacturing Confectioner Pub. Co. 418 N. Austin Blvd.

Oak Park, Illinois

Please send me Your Future Factory by Victor P. Victor. I am enclosing \$2.00.

Name		Position		
Company				
Street	*******			
City	Zone	St	ate	

with modern treatment; each tells a complete, memorable story. Wrigley advertising is a classic example of an outdoor advertising principle. It may sound paradoxical, but poster designers have found that you can say more when design and artwork are kept simple and wordage is minimized.

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Here are some current and recent examples of confectionery manufacturers' successful use of out-

door advertising.

Quick mass coverage and market penetration were sought by Fred W. Amend last June when it introduced Chuckles Spice Drops in selected Illinois, New York and Wisconsin markets. Outdoor was used because of its ability to blanket a market within a few days with the advertised message, and deliver it to all types of people within the market. Here the principle of frequency, or repetition, which has been called "the keystone of advertising effectiveness," goes to work.

As all posters are scientifically located on major arteries carrying 80 to 90% of a market's traffic flow, Amend and its agency, Campbell-Mithun, Inc., Minneapolis, were able to pinpoint delivery of the new product story and to achieve quick penetration of each market. Another reason why Amend found outdoor to be a fast working medium for its Spice Drops debut is the fact that all age brackets view outdoor posters. As an outdoor campaign literally "envelopes" a market, no part of



the potential consumer audience is screened out. In a single 30 day showing, Starch has found, better than eight out of ten urbanites, five years old and over, remember current national posters, with all age groups possessing the same awareness level. Specifically, nine out of ten urbanites under 35 years old, as well as eight out of ten children, five to nine years, remember current national posters.

Starch research also discloses that readership differences between men and women are not so sharp in outdoor as they are in other media. For example, while more women read newspaper-magazine food advertising, men's readership of outdoor food posters almost equals women's. This finding is significant because men do an increasing

amount of the shopping today.

The D. L. Clark Co. has been active in outdoor during 1958. In June it promoted Zag-Nut nationally, using 934 posters in the East, Midwest and Northwest. During August and September, the company employed 1,181 posters to tell its Clark Bar story coast to coast. During October it scored again with a Halloween "Treat" poster promoting the bar in 57 cities in 20 states and the District of Columbia. Last year the Clark Bar

was similarly promoted with a poster of two Halloween kids holding their "loot" bags. Both the Zag-Nut and The Clark Bar campaigns capitalized on one important asset of the medium, namely, its ability to establish package identification.

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Commenting on this promotion, G. J. Buettner, general manager of Clark, explained his company's use of outdoor: "Candy bars are impulse items and the high repetition helped move a lot of Clark Bars from retail counters. For our Halloween campaign we used 24-sheet posters in combination with point-of-purchase materials. Results were outstanding. Sales definitely jumped."

Showing the flexibility of the medium was the campaign sponsored last year by Curtiss Candy Co. during summer and fall months. Intensity of coverage of various markets was regulated to coincide with specific market needs, some markets receiving 2-month postings, others 3-month and some 4-month coverage. This campaign, in 140 cities in 17 states, was probably the largest outdoor candy bar promotion of the year. Because bars are an impulse item, Curtiss felt that posters were the ideal medium to use.

Idea simplicity and message brevity are essential outdoor advertising characteristics, but imagine a poster that carries no word copy at all, yet gets its story across persuasively. This was the case with Curtiss' Butterfinger posters. They displayed



only the bar with its brand name against a background of two caricatured heads, in contrasting colors. Such is the power of the pictorial art that the poster illustration alone can "wrap-up" the sales message.

This campaign was the result of an extensive study of markets and candy buying habits by Curtiss and its agency. Altogether 260 markets and all U.S. counties were analyzed. Posters were also tested for communicability and color combinations by Social Research, Inc., Chicago. Tests showed the posters to be "an attractive, enjoyable, interesting and simple method of communication."

Also capitalizing on outdoor's flexibility is Mars, Inc. In October of this year it began using painted bulletins with cutout display units under the rotary plan in Los Angeles. This plan gives the advertising the effect of a big coverage as one or several cutout units rotates every 30, 60 or 90 days on a series of pre-determined high traffic locations within the market.

Another example of the medium's easy flexibility is the Schrafft campaign of last year, already mentioned. In this many faceted promotion, Schrafft used three different poster designs simultaneously



He says either we stock Brazil Nut Candies or he takes his business elsewhere.

Kernel Nut Of Brazil Says:



This kid is smart. He likes Brazil Nut candy and he's going to get Brazil Nut Candy—or else! Lots of grown-ups are like that, too. They like Brazil Nuts and Brazil Nut candy. So—put Brazil Nuts into some of your own candy formulas; or maybe put out a new Brazil Nut bar. Whether you use Brazils whole, broken, chopped or sliced, the nuts show up. And when you get the candy on display it will sell, whether it's autumn, winter, spring or summer.

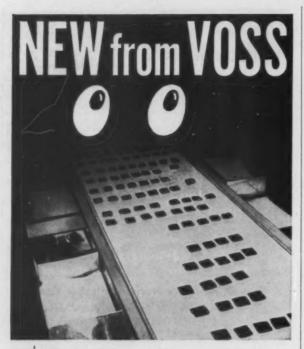
* * *

FREE! Ask us today for your complimentary copy of profusely illustrated Candy Formula Book. It was written expressly by Mr. Jas. A. King to help you make money. Suggests up to 81 different ways you can use popular Brazil Nuts to bring you extra sales and profits.



CLIP AND MAIL THIS COUPON TODAY.

	iation, Dept. MA-5 et, New York 13, N.Y.
Please send me I Brazil Nut Candy	FREE your profit-making, 72-page Formula Book.
Company	
	Zone State



3M500 Cooling Tunnel Belting with smoother-than-glass Mylar

Now, a new cooling tunnel belting with amazing strength that imparts a mirror-like gloss to chocolate product bottoms and sharp, clean embossing if desired. Voss "Kleer-Gloss" 3M500 has a tensile strength of 20,000 p.s.i. and a tensile modulus of 550,000 p.s.i.

Impervious to fats and oils, Voss "Kleer-Gloss" 3M500 holds its smooth finish . . . washes clean with soap and water. This new cooling tunnel belting is easy to track and easy to splice. Furnished in opaque white or eyerest green . . . in belt or plaque form.

Lighter and more flexible M3000 or M6000 "Kleer-Gloss" Mylar* are ideally suited for multi-tier plaques ... assure that "quality" look for your products.

* DuPont Trade Mark for its polyester film

Your SERVICE

SOURCE



SEND FOR SAMPLES AND PRICES

VOSS BELTING & SPECIALTY COMPANY 5643 North Ravenswood Avenue

Please send full information on VOSS "Kleer-Gloss" Mylar* Belting.

Chicago 26, Illinois

Nume			
Company			-,3
Street			
City	7000	State	

in 66 markets, each featuring a different humaninterest scene. This plan, known as "circusing," has enormous value in widening the appeal and lending variety to the showing. When Schrafft launched its fall-winter campaign last year in 121 markets, outdoor was still the principal medium.

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Prior to this successful outdoor advertising program, Schrafft undertook an exhaustive anaylsis of its sales problems. It re-examined its advertising techniques. It found that marketing conditions had changed-that less than five cents of the nation's candy dollar was being spent on gift packaged candies priced at one dollar or more per pound. If its objective of "an immediate, decisive increase in turnover at retail counters" was to be realized, then good, solid distribution was a necessary first step, with advertising following, not leading, distribution.

In its drive for wholesaler acceptance, the company set up Regional Councils, a new departure in its wholesale relations, at which merchandising ideas were exchanged, policies and programs were previewed, and the new outdoor campaign designed to pre-condition consumers for purchasing Schrafft's candy during feature days and gift-giving seasons, was presented. On the premise that advertising should follow distribution, the campaign concentrated on distributors' territories, duplicating the distribution pattern.



Outdoor has this important flexibility and coverage asset, which also characterized the Schrafft campaign: It can be located near the point of sale, tieing in, as in the Schrafft planning, with the streamers and small poster reproductions used in window displays and on shelves. Modern outdoor coverage techniques secure the advertised message at approaches to shopping areas. When placed next to where the product advertised is sold, outdoor becomes virtually point-of-purchase promotion. It gets in that important "last word" before consumers enter the supermarket. And such is the cumulative value of outdoor advertising's mass coverage and exposure, its frequent, repetitive impressions, that this "last word" re-echoes in consumers' minds previous posters and other media impressions.

At the present time, Schrafft is running a 30sheet poster campaign in 30 New England-Mid-Atlantic States markets. Poster design is full color reproduction of their new Out-to-Munch box cover, entire surface, 115 inches high and 259 inches wide, is occupied by the box cover, representing "hard sell" use of outdoor's unique size and color

Daggett Chocolate Co. used outdoor for the first time this year to promote its Page and Shaw packumanlendnched arkets.

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aged candies. Starting in November, the promotion is now running extensively in Connecticut, Metropolitan New York and Northern New Jersey. It ties in with Daggett's advertising in The Saturday Evening Post. Company officials indicate that it will be expanded to include many more markets.

Norris Candy Co., Atlanta, sponsored postings in January and March of this year in 32 cities in nine Southern states in behalf of its "Exquisite Candies". Another Georgia advertiser was Fine Products Co., maker of Hollingsworth and Nunnally candy, who had a painted bulletin promotion in Memphis and Baton Rouge during January.

Loft's is now emblazoning its name on painted bulletins directing motorists to its "Candy Kitchens". It has one in the New Jersey area adjacent to the George Washington Bridge and another outside of Philadelphia. It recently located a new bulletin at Newington, outside of Bridgeport, Connecticut.

Brown & Haley Co., Tacoma, Washington, currently is promoting its candy lines in 41 major markets in Washington, Oregon, Montana, Idaho and California. It began using the outdoor medium for the first time last year in a fall-winter-spring 30-sheet poster campaign in its west coast and Northeast markets. This year's program, representing an expanding schedule, began in September. Thirty-sheet posters advertise its deluxe packaged



Almond Roca, Chocolates Assortment and Mountain Bar. The campaign extends to the end of Jan-

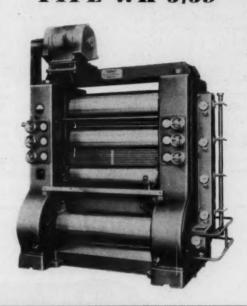
An interesting facet of outdoor is that, in effect, the advertiser can realize close to 100% saturation of a market with this one medium. A Cedar Rapids, Iowa, study conducted by the Traffic Audit Bureau, New York, shows that a No. 100 showing (where the message is exposed to all or most of a market's traffic arteries) will, during a month, expose the advertised product to 93.1% of the population an average of 22 times per person. Showing how quickly the medium achieves market penetration, the TAB survey revealed that in just one week 81% of the population was exposed an average of 6.15 times per person. The degree of "coverage" and repetition grows and proportionately greater as the 30 day period progresses. Thus the outdoor message reaches men and women of all ages, occupations and income groups—a universality of coverage that should loom large in candy manufacturers' promotion plans. For the advertising objective is not only to reach nearly all people exposed to his message some of the time but to reach nearly everyone many times.

The end

Introducing

THE MOST ADVANCED Hydraulic

5-ROLL REFINER THOUET



The latest 5-Roll Chocolate Refiner, using the new pump-less, troublefree, direct (static) system of fully hydraulic roll pressure control.

- Simple and conveniently grouped controls.
- Once preset, pressure maintained automatically.
- Exact pressure indication by 6 dial gauges.
- Elimination of all guess work and errors.
- Accurate temperature control by water valves.
- Can be operated by unskilled attendant.
- No pump—no wearing parts—leakproof. Wear-resisting chilled cast iron rolls.
- High output at maximum fineness.
- Available for demonstration on trial-basis.

Specalist Manufacturers of Chocolate Plant

Full information promptly available from:

ITAB INDUSTRIES

P.O.B. 54, STATION Q, TORONTO 7, ONTARIO, CANADA

What is "Outdoor"?

The major outdoor advertising medium comprises two main forms: the poster and the painted display. This medium does not include commercial or identification signs of various sizes and shapes:

1. The Poster (often called a billboard), is assembled from a number of paper sheets lithographed in color. The advertiser buys this service by "showings" of various sizes, or intensities, containing a specific number of displays located on the basis of scientific circulation data so as to cover a given market. The "No. 100" showing is standard. Poster copy is changed every 30 days. The poster is the mass circulation form of the medium. All posters are standard 12' x 25' overall size, providing service in 15,000 markets.

2. The Painted Display is about one-third larger on the average than the poster. It is the custom-made member of the outdoor family, lending itself to many variations and adaptations in size and design. The painted display is usually augmented by huge cutouts so as to give three-dimensionl effects. It may carry cutout lettering at the top, and it is frequently illuminated with striking lighting effects. Painted display copy is changed three times a year. It is located at

selected points of very high circulation, carries a high degree of prestige and institutional value.

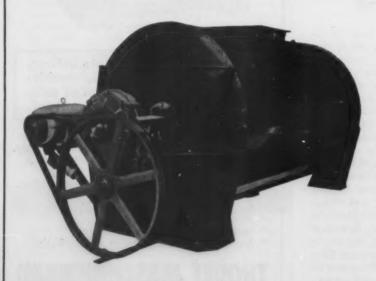
3. The "plant" or local outdoor operating company provides the poster and painted display service. It owns or leases the land on which the structures are built. The plants are represented by a national trade association, the Outdoor Advertising Association of America.

4. Outdoor Advertising Incorporated, the medium's national sales organization, is supported by the plants. OAI maintains 12 sales offices across the country and three art departments to help in planning outdoor campaigns. OAI also conducts advertising, promotion and research programs.

5. Traffic Audit Bureau is the impartial authority for outdoor circultion values. TAB sets up the standards and publishes circulation figures for the various markets which advertisers use in planning their campaigns.

6. Cost of a No. 100 outdoor poster showing in a city of 50,000 containing 10 posters for 30 continuous days would be \$450. Such a showing in a community of this size would enjoy a Traffic Audit Bureau certified circulation of 1,117,200 per month. Costs vary for painted bulletins since they are the custom-made form of the medium. A typical bulletin cost is roughly \$400 a month on a 12-month contract basis, including illumination, complete maintenance, and three repaints per year. Copy changes, whether complete or minor, entail no extra charge, but embellishments (letters and cutouts) proportionately increase the cost, depending on their use.

A new, compact drive for the Stehling



A new Dodge Torque-Arm drive on the Stehling tank provides a mixer of the standard capacities, that occupy 30" less space than with our standard drives.

The mixers with these drives are 30" shorter than our other models, and therefore allow more flexibility in placement. In all other respects these models with the Dodge drive are comparable to machines with our standard drive.

Write for further details today.

b

CHAS H. STEHLING CO.

1303 N. FOURTH STREET MILWAUKEE 12, WISC.

Factory Representative: G. B. Hislop 409 West Blvd., Racine, Wisc.



Stuckey's

the unique roadside candy chain

BY JAMES W. ALLURED

n of the most unusual, successful and largest retailers of candy is the Stuckey's system of 75 odd shops spread over the Southeastern part of the United States. While Stuckey's is not exclusively a candy retailer, or even primarily so, since candy accounts for only about a quarter of its volume, the top featured item in all of the shops and in the firm's advertising is candy.

Actually, the pecan is the one product most closely associated with Stuckey's. In addition to claiming the widest assortment of pecan candy manufactured anywhere, the company sells pecans by the hundreds of thousands of pounds in tins, bags, gift packages, shelled and in shell, in units up to 10 pound sizes. The firm manufactures most of the candy it sells and operates a busy plant in Eastman, Georgia, headquarters of the company.

Stuckey's stores are all in out-of-town highway locations and their business is almost exclusively

The key merchandising method to attract this business is a prodigious use of billboards. There are undoubtedly more Stuckey billboards in the Southern states than any other kind. The average shop has forty of these full sized boards along the highway approaches to its shop starting about 25 miles away.

Each board features one item, with one or two others mentioned and gives the mileage to the shop. No illustrations are used but the attention of motorists is caught by the use of large box letters in brilliant yellow and red. A majority of the signs feature candy as this is the primary drawing card for the shops.

These signs are considered by Stuckey's as being absolutely essential for the type of store they maintain. And it is certainly significant that though the stores are set up to handle most requirements of tourists such as snacks, hot and cold drinks, gas and oil and souvenirs, it is candy that is the primary advertising pitch that brings them into the store.

Stuckey's Incorporated is the supplier, manufacturer and licensor of all Stuckey's shops but owns none of them. This firm is almost wholly owned by Williamson S. Stuckey, the founder and president. The shops are all owned by individuals or partnerships. Mr. Stuckey owns about one third of

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Something New in Flavors!

A "continental" touch—deliciously smooth—a richer, creamier flavor for fondant creams, caramels, toffees and chocolates. Our Flavor Laboratories are proud to offer manufacturing confectioners this unique new

BAVARIAN CREAM FLAVOR

either in liquid or spray-dried form (Aromalok® Bavarian Cream Flavor). The latter imparts a palate-pleasing "sweet cream" effect to powdered cake, icing, pudding and ice cream mixes. Your requests for free testing samples of this exciting new flavor are cordially invited.



FRITZSCHE BROTHERS, Inc.

- A FIRST NAME IN FLAVORS SINCE 1871

76 NINTH AVENUE

NEW YORK 11, N.Y.

Branch Offices and *Stocks: Atlanta, Ga., Boston, Mass., *Chicago, Ill., Cincinnati, Ohio, Greensboro, N. C., *Los Angeles, Cal., Philadelphia, Pa., San Francisco, Cal., St. Louis, Mo., Montreal and *Toronto, Canada; *Mexico, D. F. and *Buenos Aires, Argentina. Factories. Clifton, N. J. and Buenos Aires, Argentina.



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Billboards by the hundreds in the Southwest blare out the features of Stuckey's candies. While candy only represents about one quarter of Stuckey's sales, most of the display space is given to candy as the prime drawing item in the shops.

them himself, and many of Stuckey's executives participate in one or more shops.

The shops, originally located in Georgia and Florida have extended all over the Southeast, with one just a few miles from New York City, not far from Loft's roadside unit in Union, New Jersey. The farthest Northwest is a shop a hundred miles south of Chicago. Currently the company is considering expansion into Texas.

The candy plant in Eastman, Georgia, comprising about 10,000 square feet (not including a pecan grading and storage section), is fairly modern although just converting to steam for cooking. Coating equipment includes two Smith coaters; boxes are overwrapped with Hayssen wrappers; a Wermac machine deposits the roll centers.

Stuckey's candy plant turns out about two million pounds a year, mostly of pecan candies. These include: pecan rolls of various sizes, chocolate and maple pecan fudge, pecan divinity, pecan nougats, chocolate pecan whip, chocolate coated pecans, pecan brittle, pecan glace, pecan stuffed dates, pecan pralines and assortments of these and other candies. The company also buys some candy and is currently trying a line of imported hard candy, some of which is repacked.

Most of the stores are supplied by the company's own trucks every two weeks. Candy is made only on order and is delivered the same week it is made. Other merchandise is supplied from a large warehouse that stores and distributes the large amount of private label merchandise and specialties that provide the bulk of Stuckey's sales.

Located in the midst of a pecan growing area, Stuckey's buys direct from the farmers and operates a pecan grading machine in the plant. Altogether the company uses well over a million and a half pounds of pecans a year. In fact, adjacent land has been set aside for a pecan shelling plant to be built in the near future.

Stuckey's merchandise, other than candy, runs from other foods such as a full line of jams and jellies under their label, hams, bacon, syrups, sandwiches and beverages and mixed nuts to glass and ceramic gifts, novelties and souvenirs (some packed with nuts or candy). All stores also sell gas and oil.

Stuckey's has experimented with other outlets for their candy besides their stores. Airports and department stores have been tried but the company is happiest with some of their direct mail results. Ads have been run in national magazines promoting some of their most popular candy gift packages by mail, and an extensive mailing list has also been assembled.

The gross retail volume of all stores hovers around \$12-\$13,000,000 and the individual units average about \$150,000 per year. Of this, probably a fourth is candy and maybe a fourth is nuts. Although many of the stores may not have any more candy volume than a smaller shop in a candy chain, Stuckey's is able to triple the sales with other merchandise that tourists will readily buy.





Showrooms are separated by open shelving partitions that break up the monotony of straight line display areas and help to departmentalize the merchandise. For instance, there is a dietetic corner in one of the side partitions and farther along is a gourmet shop with displays of herbs in open cabinets.

Many of the antique items are stacked with merchandise as are the baskets, barrels and beby's cradle seen in this photograph of a self-service area. Here you can see a variety of items for sale including giftware, novelties and miscellaneous food items together with boxes of chocolates and jars of hard candy.





Modern refrigerated show cases and fluorescent lighting accentuate the antique, colonial decor rather than clash with it. The open floor space encourages browsing by allowing plenty of room for shoppers to stop and look without interfering with the movement of traffic through the store. Helen field back spacio sive p attract ial arc off ve by flo bright the st

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Helen Elliott stores in Plainfield and Paramus are set back from the highway on spacious lawns with extensive parking areas. Traffic is attracted by elegant colonial architecture which is set off very effectively at night by flood lights that give a bright, cheery appearance to the stores.

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An elegant shop

"Our basic message is that we sell old-fashioned, home-made merchandise", states Allen R. Burry, general manager of the Helen Elliott chain. This message is conveyed to customers by 10 steeply gabled, colonial cottages, all painted white, all decorated with antiques and all in the northern part of New Jersey.

The architecture, lay-out and decoration of each of the Helen Elliott stores is a combination of antique and modern which blend to create an atmosphere of old-time painstaking interest in quality with the most modern methods of merchandising.

Post lanterns, old prints, Revolutionary flintlocks, spinning wheels, iron tea kettles and pine captain's chairs are some of the antiques used to decorate the stores. But Mr. Burry does not believe in letting the decorations over shadow the stock, and therefore draws the line at just so many antiques.

Terrazo floors, indirect fluorescent lighting, refrigerated show cases and self service counters are among the more modern aspects of the Elliott stores. And two merchandising schemes which they use are part of the modern concept of retail candy merchandising. These are a liberal sampling policy and letting the customers have a look at some part of production. Looking through the front window of the Plainfield store customers can see girls packing items from the enrober belt, and farther back in the store is a model kitchen behind a glass partition.

Advertising is limited to radio spots, a few outdoor boards and some direct mailings to the store's own customer list. Promotion is therefore largely dependent upon prospective customers noticing the attractive physical set-up and through sampling becoming aware of the quality of the merchandise. Of course, the old maxim, "a satisfied customer is the best advertisement", applies here.

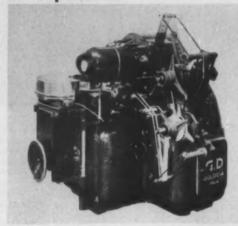
All production is done in Plainfield at the headquarters building and daily deliveries are made to the other stores filling requisitions made out by the store manager. In this way fresh merchandise is kept on the counters at all times.

Customers are lured by the combination of the charming colonial architecture and the promise of home-made candies, both contributing to the product image created by the wit of a master organization.

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GD Supermatic



MODEL 2500

For high-speed twist wrapping of hard form square or rectangular shaped candles.



Double end twist wrap 400-450 speed range per minute. From 320 to 380 Speed range on bunch fold.



SUPERMATIC PACKAGING CORP. 1460 Chestnut St. Hillside, New Jersey BENEDICT R. MARFUGGI, Vice President - Sales Manager

CALENDAR

January 10; Carolina Confectionery Salesmen's Club, luncheon meeting, S&W Cafeteria, N. C.

January 11-14; Boston Candy Show, Hotel Statler-Hilton, Boston.

January 20; Chicago section, AACT, Graemere Hotel, Chicago, Ill.

January 21 & 22; Manufacturing Confectioner Traffic Conference, Semi-Annual Meeting, New York City. January 25-29; Philadelphia Candy Show, Benjamin

Franklin Hotel, Philadelphia.

January 31; Southwestern Candy Salesman's Assoc., luncheon meeting, Sammy's Oak Lawn Restaurant, Dallas, Texas.

February 2; Denver Mile Hi Candy Club, breakfast meeting, Denver Athletic Club, Denver, Colo.

February 2; Confectionery Salesmen's Club of Baltimore, luncheon meeting, Gannor's Restaurant, Baltimore, Md.

February 7; Kansas City Candy Club, luncheon meeting, Town House Hotel, Kansas City, Kansas.

February 18-20; Western Candy Conference, Los Angeles, Calif.

February 24-26; NCWA, Western Regional Convention & Candy Show, Riviera Hotel, Las Vegas, Nevada.

April 13-17; AMA Package Show, International Amphitheatre, Chicago, Ill.

April 23 & 24; Pennsylvania Manufacturing Confectioners' Assn., 13th Annual Production Conference, Franklin & Marshall College, Lancaster, Pa.

May 17-21; Institute of Food Technologists, convention, Bellevue-Stratford Hotel, Philadelphia, Pa.

June 7-11; National Confectioners Assn., Hilton Hotel, Chicago, Ill.

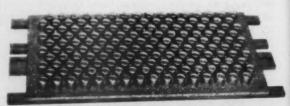
June 8; AACT, annual meeting, Hilton Hotel, Chicago, Ill.

June 25-28 PMCA, annual Convention, Galen Hall, Wernersville, Pa.

July 13-16; Southern Wholesale Confectioners and Tobacco Association, annual convention, Biltmore Hotel, Atlanta, Ga.

July 26-30; NCWA, convention, Palmer House, Chicago, Ill.

November 1-4; National Automatic Merchandising Association, convention and exhibition, Chicago, Ill.



ALUMINUM CANDY MOULD PATTERNS

for use with mogul starch equipment

Ve are now making aluminum mould

We are now making aluminum moulds for the new staggered pump bars.

CINCINNATI ALUMINUM MOULD CO.

Dept. M, 1834 Dana Ave., Cincinnati 7, Ohio

Staley's BETTER PRODUCTS FOR BETTER CANDY



5 sure ways Staley's can help you improve your candies in quality, uniformity, appearance.

FOR YOUR UNMODIFIED STARCH NEEDS: Pure Food Powdered Starch (P.F.P.) is a sparkling-white, free-flowing, odor-free starch with a bland flavor. Because P.F.P. is finely ground and bolted through silk, an exceptionally high degree of purity is assured.

FOR YOUR THIN BOILING NEEDS: Confectioner's ECLIPSE "F" Starch is a modified, thin-boiling starch of high fluidity. Eclipse "F" can be cooked to low moisture content without becoming too viscous or stringy—produces a short, tender gel with definite clarity. Bland flavor. Pure white color. Odorless.

CONFECTIONER'S ECLIPSE "G" STARCH is similar to Eclipse "F" except offers even higher fluidity... results in faster, thinner cooking... easier deposit with fewer tailings.

FOR DUST-FREE MOULDING: Confectioner's Special Dustless Moulding Starch. Similar to Staley's P.F.P. Starch except it is specially processed to take and hold quick, excellent impressions.

FOR FINE-POWDERED DUSTING: Staley's Confectioner's Dusting Starch is a pure white, fine powdered, uniform starch with exceptional spreading properties.

For additional information on any of Staley's quality products for confectioners, call your Staley's Representative. Or write to . . .



A. E. STALEY MFG. CO.

Branch Offices: Atlanta • Boston • Chicago • Cleveland • Kansas City New York • Philadelphia • San Francisco • St. Louis

Club,

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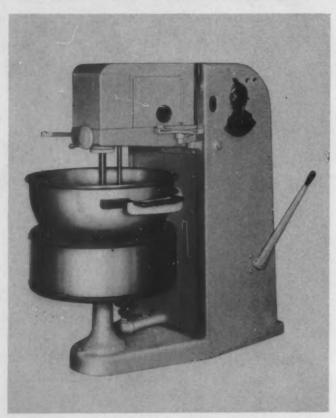
or

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SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control-Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

Automatic Temperature Control
Variable Speed from 30 to 60 RPM
Break-back within floor space 32" x 48"
Aluminum Base and Body Castings
Atmospheric Gas Furnace with Stainless shell
Removable Agitator, single or double action
Stainless Cream Can and Stainless Drip Pan
Copper Kettle 24" diameter 12½" deep or 16" deep

You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

Your inquiry invited

SAVAGE BROTHERS COMPANY

2638 Gladys Ave.

Chicago 12, Ill.

New Products

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A new type lubricating and release agent for the candy industry has been developed. It contains no mineral oil, no petroleum derivatives and no animal fats. High temperature stability with no development of rancidity is obtained by the use of fully hydrogenated vegetable fats in an emulsion with liquid and solid phases. It is applied in thin films for release on cooling slabs for brittles, band ovens, conveyors, nougat trays, fruit paste trays, tubs, fondant stock bowls and transfer pans. Perfect release is obtained with minimum films at both high and low temperatures.

For further information write: International Foodcraft Corp., 184 North 8th, Brooklyn 11, N.Y.

A new hydraulic 5-roll refiner features roll pressure control that is not only fully hydraulic, but uses the static (or direct) hydraulic system which needs no pump and, therefore, has no wearing parts. Control is by the operation of hand wheels (2 per roll) with dial-type pressure gauges adjacent to each control hand wheel. This controls the roll pressure to the two top rolls numbers 1 and 2 and of the lower draw-in or feed roll number 5. This refiner can be pre-set by an unskilled attendant and needs no further re-adjustment during a run. The special wear-resisting rolls of firstclass chilled cast iron alloy are internally precision machined to the exact wall-thickness for uniform cooling across the full width. The water temperature of all 5 rolls is controlled, and observed by conveniently located dial thermometers. Twin roller bearings, special helical gears running in an oil bath, and the heavy one-piece cast iron frame are additional features.

For further information in the United States and Canada write: Cantab Industries, P.O.B. 54, Station Q, Toronto 7, Ontario, Canada.

A measuring graduate made of clear, unbreakable, glass-like plastic is the latest addition to line of plastic laboratory ware, exact replicas of standard glass equipment. It eliminates the hazard of broken glass and

Latini's Proven Profit Maker

225 Pops Formed & Wrapped
Per Minute

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

There is no handling, chipping, breaking, etc.-

Die pop is free of fins-eliminating scrap.

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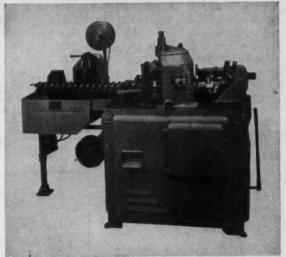
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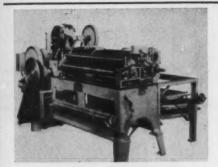
Positive stick insertion—all straight and true.

Weight of pop is variable without change of dies.

Sandwich wrap saves up to 50% of other type wraps.



LATINI DIE POP MACHINE
WITH CONTINUOUS WRAPPING ATTACHMENT



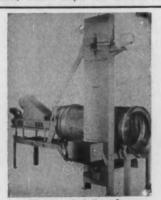
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Up to 1,200 lbs. per hour. Forms filled or plain balls, unusual shapes and sunbeam starlights.



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Uniform clusters formed from any free flowing nut No labor or floor space required All stainless steel construction Redesigned for greater production—20%



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Once Set No Further Attention Needed.



TR-2-90-400 lbs. per hour.

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John Sheffman. Inc.

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flying chips around raw materials and batches of candy in the processing room. It is unbreakable under normal usage and will not crack or shatter when dropped. It can be washed in boiling water. Markings are in both ounces and metric measure. Four sizes are available—4 ounce, 8 ounce, 16 ounce and 32 ounce.

For further information write: Needs Corporation, Division 59, 255 W. Euclid Ave., Jackson, Mich.

The new enrobing machine has been developed which embodies a built-in tempering apparatus to deliver coating at the optimum conditions to the curtain at all times. It uses a double stream tempering whereby two streams of coatings, one tempered and one virgin, are continuously mixed. Coating passing through the wire band collects in one inlet of a mixing chamber. A portion overflows this inlet, passing through a heated tube to remove all temper, and enters the mixing chamber at another inlet. These two streams, one tempered from the wire band and the other from the heated tube, mix and go through a tempering cycle before again rising to the enrober

curtain. All operations are automatically controlled, and may be varied by simple setting of the instruments.

The machine is capable of producing full, half or bottom coatings and can be fitted with a depressing roll and turnover roll attachment.

This machine is manufactured in England by Baker Perkins. For further information in the United States write; Jabez Burns and Sons, Inc., 11th Ave. and 43rd St., New York City 36, N. Y.

New Classified Rates

Lightface type—10¢ per word Boldface type—20¢ per word Box number—\$1 additional Minimum charge—\$2.50 10% discount for advance payment.

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Only 2 personnel required for this entirely automatic operation.

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HYFAT is a Hydensity Sweetened Cream of golden color, high butter fat content, smooth texture and high total solids. Its fresh flavor and uniformity are controlled to give you certain results with every batch of fudges, caramels, chews, puddings and other confections you produce. Write for formulps.

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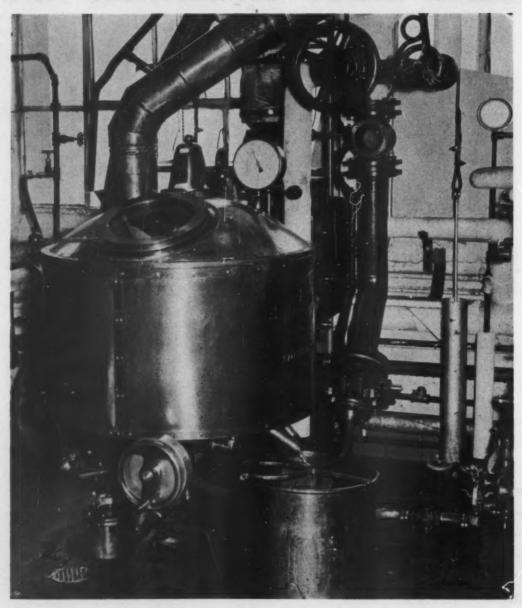
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The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Holiday Packages; Hard Candies

Code 1F9
Giant Peppermint Stick
7½ ozs.—17¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Stick: Good

Size: Good

Wrapper: Cellulose wrapper, green paper seal printed in white. Stick:

Color: Good Stripes: Good Gloss: Fair Texture: Good Flavor: Fair

Remarks: Flavor was weak. Suggest again as much be used. We also suggest a heavier cellulose wrapper as stick was broken.

Code 1G9
Chain of Hard Candy Canes
9 ozs.-29¢

(Purchased in a chain drug store, Chicago, Ill.) Appearance of Chain: Good

Container: 12 small canes in cellulose tube pinched between each cane. Paper clip on top printed in red, green and white.

Canes:

Color: Good Stripes: Good Texture: Good Gloss: ood Flavor: Fair

Remarks: A very attractive way to put up small sticks. Suggest flavor be stronger as it is very weak.

> Code 1A9 Ribbon Candy 12 ozs.—\$1.00

(Purchased in a department store, Chicago, Ill.) Appearance of Package: See remarks Container: Long oblong white folding box, one layer type. Top printed in red. Cellulose wrapper.

Appearance of Box on Opening: Good. Two cardboard trays, overall wrappers of cellulose.

Candy: Colors: Good Texture: Good Gloss: Good Flavors: Good

Workmanship: The best we have seen on ribbon candy.

Remarks: Suggest imprint of ribbon candy in colors on top of box. This would improve the appearance of the box and make it more attractive.

Code 1E9 Hard Candy Jar of Fruit Cuts 8 ozs.—49¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Jar: Good

Container: Oval shaped jar, screw cap, gold seal printed in black, gold and red.

Candy:
Colors: Good
Gloss: Good
Texture: Good
Stripes: Good

Flavors: Good
Remarks: The best hard candy cuts at
this price we have examined this year.

Candy Clinic Schedule For the Year

JANUARY-Holiday Packages; Hard Candies
FEBRUARY-Chewy Candies; Caramels; Brittles
MARCH-Assorted Chocolates up to \$1.15
APRIL-\$1.20 and up Chocolates; Chocolate Bars
MAY-Easter Candies; Cordial Cherries
JUNE-Marshmallows; Fudge

JUNE—Marshmallows; Fudge AUGUST—Summer Candies

SEPTEMBER-Uncoated & Summer Coated Bars

OCTOBER-Salted Nuts; Gums & Jellies NOVEMBER-Panned Goods; 1¢ Pieces

DECEMBER-Best Packages and Items of Each Type Considered During the Year.

Code 1K9
Milk Chocolate Bells

2½ ozs.—65¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: See remarks.

Box: One layer type, gray paper top
printed in red, green and blue. Imprint of toys in colors.

Bells: 6 bells wrapped in colored foil with ribbon on each to hang piece. Bells are flat and solid chocolate.

Chocolate: Good Molding: Good

Taste: Good
Remarks: Suggest box be of red glazed
paper, imprint of toys etc. could be
in colors. Cellulose wrapper is needed
as top of box was finger marked.
Highly priced at 65%.

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Code 1H9 Large Hard Candy Pop 2 ozs.-15¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Pop: Good

Size: Good

Wrapper: Pop is made like a whirl in green and white hard candy pressed flat. Cellulose wrapper printed in green.

Pop:

Color: Good Texture: Good Gloss: Fair

Flavor: Fair Remarks: Suggest again as much flavor be used as flavor is weak.

Code 1B9 **Cut Rock Candy** 8 ozs.-49¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Fair

Container: Cellulose bag, white paper clip on top printed in red, green and black.

Cut Rock:

Colors: Good Gloss: Fair

Texture: Good Flavors: Good

Workmanship: Good

Remarks: Suggest bag be printed in the same colors used on the clip to improve the appearance. We find very

few hard candy makers today who can make good cut rock.

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Code 1D9 Licorice (Coal Candy) 7 ozs.—59¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good

Container: Folding box, white printed in red, black and yellow. Imprint of old fashioned coal stove in colors. Cellulose window. Overall cellulose wrapper.

Licorice: Licorice is broken up to look like small pieces of coal. Color: Good

Texture: Good

Flavor: Good Remarks: A good looking licorice package; should be a good seller.

CODE 1N9 CHOCOLATE COVERED **CHERRIES IN** MARASCHINO LIQUEUR ½ lb.—90¢

(Purchased in a department store, Victoria, B.C., Canada)

Appearance of Package: Good. Container: One layer type of box, white glazed paper top embossed in gold. Imprint of chery clusters in red and green. Cellulose wrapper.

Appearance of Box on Opening: Good Cherries: 18 cherries made on a shell machine.

Coating: Dark. Color: Good.

Gloss: Good. Strings: Fair. Taste: Good.

Center:

Cherry: Good. Liqueur: Good. Flavor: Fair.

Remarks: A well made cordial cherry but center lacked flavor. Suggest a good cherry flavor be used in the cordial to improve the flavor. Highly priced at 90¢ the half pound.

Code 1J9 **Peanut Butter Rolls** 13/4 ozs.-10¢

Sent in for analysis Appearance of Roll: Good

Wrapper: Inside gold foil wrapper, outside paper band printed in yellow, red, white and brown. 10 pieces.

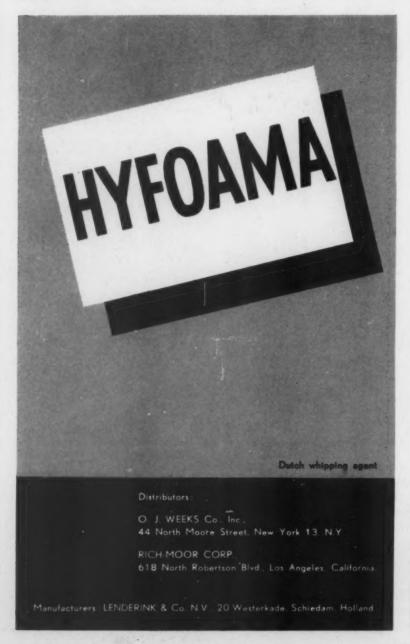
Piece: Piece is made on a shell machine. Chocolate shells are filled with peanut butter.

Coating: Very greasy. Taste: Fair

Center:

Color: Good Texture: Good Peanut Butter: Good

Remarks: Very good peanut butter but coating lacked a good chocolate taste.



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CODE 1M9 ASSORTED CHOCOLATES 1/2 lb.-70≠

(Purchased in a department store, Victoria, B.C., Canada) Appearance of Package: Good.

Container: One layer type box, white glazed top embossed in gold. Cellulose wrapper. Appearance of Box on Opening: Good.

Number of Pieces: Light Coated: 5. Dark Coated: 9 Foiled: 1

Summer Coating: 1.

Coatings: Colors: Good. Gloss: Fair. Strings: Good. Taste: Fair. **Light Coated Centers:**

Vanilla Caramel & Nougat: Good. Chocolate Nut Cream: Good. Dark Cream: Could not identify flavor. Buttercream: Good. **Dark Coated Pieces:**

Dark Cream: Could not identify flavor. Yellow Cream: Could not identify fla-Caramel & Nougat: Good.

Buttercream: Good. Jelly: Lacked flavor. Honeycomb Chips: Good. Nut Chew: Very hard. Foiled Piece: Mint cream; good. Sprill Top Jelly: Lacked flavor.

Summer Coated Piece: Buttercream; good. Cherry & Cream: Fair.

Gold Foiled Disc: Milk chocolate; fair. Assortment: Fair. Remarks: Quality of coatings and centers

are not up to the standard of chocolates made in the U.S. at this price. Suggest better grade of coatings, and flavors be used at this price.

CODE 109 ASSORTED CHOCOLATES 1 lb.-\$1.70

(Purchased in a candy shop, Banff, Canada) Appearance of Box: Cheap looking. Container: Folding box, one layer type, oblong shape. White printed in black. Appearance of Box on Opening: Poor; six broken pieces.

Number of pieces: Light Coated: 13. Dark Coated: 11.

Coatings: Colors: Good. Gloss: Fair. Strings: Fair. Taste: Fair. Centers: Dark coated.

Dark Colored Chew: Dry and tasteless.

Cordial Cherry: No cordial, cream had grained. Vanilla Cream: Good. Dark Cream: Could not identify flavor.

Jelly: Could not identify color. Mint Cream: Poor flavor.

Cream: Rank flavor. Orange Colored Cream: Very cheap flavor.

White Cream: Rancid. **Light Coated Centers:** Cream: Could not identify flavor. Chew: Very cheap piece. Mint Cream: Very cheap flavor. Yellow Colored Cream: Could not identify flavor.

Jelly: Could not identify flavor. Chocolate Cream: Fair.

Assortment: Poor. Too small. Remarks: Workmanship and quality of centers and coatings are the poorest we have examined in a long time. These chocolates would be priced at about 49¢ the pound in the United States.

Code 119 Assorted Hard Candy Drops 1 lb.-72¢

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk

Drops: Drops are wrapped in printed cellulose

Colors: Good Gloss: Fair

Texture: Good

Flavors: See remarks.

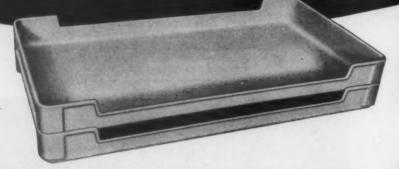
Remarks: Flavors are not up to the standard used in the U.S.A. in this price range of hard candy drops.



NEW SANITARY TRAY

FOR TRANSPORTING, DRYING CANDY

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Model 476-TOTELINE tray for dust proof, air tight stacking.

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Toteline's molded fiberglass tray will end your sanitation problems. Unlike wood, Toteline trays are smooth, non-porous, seamless, retain no odor. They don't splinter. They clean so easily—just dip in hot water and they're ready for re-use. Model 519 stacking tray is recommended for transporting and drying candy centers. Write for Bulletin 519.

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38 - The Manufacturing Confectioner



Rocky Road

BY HERB KNECHTEL

Knechtel Laboratories

Rocky Road is a staple and sound confection which lends itself remarkably well towards being a Week-End Special. It has met with excellent customer acceptance year after year in the very few locations where it has been promoted.

The manufacturing procedure is so very simple that often the natural good eating qualities of the product are lost through the intricate methods

sometimes used.

E tray for acking.

Rocky Road is a combination of three basically delicious ingredients blended together: (1) Milk Chocolate, (2) Marshmallows and, (3) Pecans or Roasted Almonds.

The marshmallows must be tough enough to withstand mixing with chocolate and nuts, yet be tender to the "bite". They must also be entirely fresh. For these reasons, it is necessary that the retail manufacturers make the marshmallow for this candy in slab form.

The marshmallow formula for a 60 qt. vertical beater follows:

- (1) Soak 1 lb. 250 bloom gelatin in 5 lbs. cold water for 30 minutes;
- (2) Dissolve 4 ozs. egg albumen in 1 lb. water;
- (3) Place 16 lbs. cold 43 Be. corn syrup in beater bowl:

- (4) Cook 16 lbs. sugar and 3 qts. water to 241 degrees F.;
- (5) Pour on top of cold corn syrup and mix;

(6) Add the soaked gelatin and mix;

(7) Add the egg albumen solution and whip at high speed for approximately 12 minutes. Add sufficient good quality pure vanilla while beating. (The vanilla flavoring used has more effect on the taste qualities of marshmallows than possibly on any other candy).

(8) Spread one inch thick on paper-lined boards or tables and when cold cut into one inch cubes with roller cutters. Dust with corn starch.

The chocolate should be tempered and 10% of 92 degree vegetable fat added to facilitate slicing of the product. The mixture should be cooled to about 84 degrees F. before the nuts and marshmallows are incorporated. The approximate proportions, by weight in the final product will be: 60% Chocolate, 30% Marshmallow, and 10% Nuts.

This mixture should be ladeled out into paperlined pans two or three inches deep so that a loaf results. These loaves will be sliced at the point of sale, thus protecting the marshmallow from exposure to the air for as long as possible. In loaf form, this candy has excellent shelf-life.

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NEWSMAKERS

Warner-Jenkinson Manufacturing Company has elected Hunt P. Wilson to its presidency. He succeeds Garret F. Meyer who will serve as chairman of the board and remain active in company affairs. Wilson joined the firm in 1927.

Oliver W. Hickel, Jr., sales manager, has been named a vice president, and Newell S. Knight, Jr., assistant sales manager, has been named secretary of the company. Garret F. Meyer, Jr., has been named treasurer.

Dr. Albert L. Elder, who has been director of research at Corn Products Company since 1944, has been voted president-elect of the American Chemical Society. He will hold office during 1960.

DuPont has split their film division sales department into a packaging sales division and an industrial sales division. Robert R. Smith will head up the packaging division and Robert C. Myers will be the director of the industrial sales division.

H. Kohnstamm & Company's new plant in Kearney. New Jersey was dedicated at recent ceremonies which featured a speech by Governor Robert Meyner. The plant covers an area of 40,000 square feet and contains modern equipment for production of Kohnstamm flavorings.

Carle and Montanari, Inc. has acquired the distribution rights in the United States for the F. B. Lehmann G.m.b.H. Company of Germany.

Naarden, flavoring manufacturer of the Netherlands, has opened an office and factory in Argentina in Buenos Aires.

Nestle Company has made a number of changes in their sales department including the appointments of Paul L. Gattuso as manager of the West Central region office, John W. Simmons as Detroit division manager, and T. J. Menderak as manager of the St. Leuis division. James D. Mitchell was named Dallas division manager and Floyd A. Barber is Middle Atlantic assistant regional manager.

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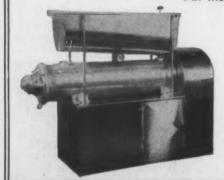
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Mixers, copper kettle.
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50" two cylinder Werner Beater.

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24" and 32" N.E. Enrobers.

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Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with
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For Sale: Corley Miller Overwrap ma-chine. Model M.P.S. 30. Late Model Savage open fire mixer. Gas Fired Nut Roaster. Mills Continuous Cutter. Bud Candy Co. 208 W. St. Clair, Cleveland 13. Ohio.

Forgrove 42c Cut & Twist Wrap Machine for piece size 1" diameter and 5/8" thick. Speed 600 per minute. Excellent condition. A shape which is in very great demand for pictorial center work. Price, delivered anywhere, only \$2156.00 Cable now to YOUNG, 6 argall Avenue, Leyton, E.10, London.

Available 4 LP Lollypop Wrappers from original owner, complete and in good working order. May be inspected. Box 1591, The MANUFACTURING CON-FECTIONER.

Starch Buck for small or medium size casting operation. Completely reconditioned one year ago. Has new metal Strip brushes throughout. Motorize V Belt Drive, Electric Push Button Control. Can be seen in operation. S. Zitner Co. 1140 N. American St., Phila. 23, Pa.

MACHINERY FOR SALE

FA2Q Package Machinery Wrapper, Greer 500 lb. Kettle, Simplex Steam Vacum Cooker, Ideal Caramel Wrapper. Box 1593, The MANUFACTURING CONFECTIONER.

24" Greer Enrober line complete with Tunnel, etc; Hudson Sharp 2W6 Bar Wrapper with undertuck; Steel Mogul with Stacker and Feeder. Box 1594, The MANUFACTURING CONFECTIONER.

Display-model Puller, Instant Fondant Machine, 40" large Werner Ball Machine with ball and starlight rollers, Gasfire Simplex Cooker. Box 1595, The MANU-FACTURING CONFECTIONER.

DF Bar Wrapper with eye and magazine feed, RA Lynch Wrapper with roll card feed, Hayssen 7-17 Package Wrap-per with eye, Currie Stacker. Box 1596, The MANUFACTURING CONFEC-TIONER.

FOR SALE: Simplex Gas-Fired Vacuum Cooker, 3 ft., 4 ft., 5 ft. Cream Beaters, 50 to 300 lb. Chocolate Melters, Gas Stoves, Cut Roll and Friend Cream Center Machines, Pulling Machines, York Batch Rollers, Steam Jacketed Agitating Kettles, Water Cooled Slabs, Marbles, Hobart & Reed Vertical Beaters, Candy Packing Wheel, Copper Kettles, Gullinie Caramel Cutting Machine and other items. You will find it worth while to check out prices first. S. Z. Candy Machinery Co. 1140 N. American St., Philadelphia, Pa. adelphia, Pa.

New Classified Rates

Lightface type-10¢ per word Boldface type-20¢ per word Box number -\$1 additional Minimum charge—\$2.50 10% discount for advance payment.

Classified display advertising is charged at the rate of \$8.00 per column inch for less than ¼ page. Column is 13 picas. ¼ page and over charged at regular advertising rates.

MACHINERY WANTED

Campbell 2W6 Wrapping Machine. Must be sensibly priced. Paramount Candy Co., Clinton, Iowa.

Wanted to buy — Latini Die Pop Machine. State Age, Type of Die with Machine. Lowest Cash Price. Box 1592
The MANUFACTURING CONFEC-

Continued on page 42

Any kind of inedible cocoa residues, such as cocoa shells, cocoa dust, expeller cake, powder, coating, liquor, butter, or any fat-containing material.

(ESTABLISHED 1873)

Woodward & Dickerson

1400 SOUTH PENN SQUARE, PHILADELPHIA 2, PA PHONE: LOCKET 4-5400; TILITYPE PHIOP

WE BUY & SELL



SHEETS. ROLLS. SHREDDINGS

Cellophane rolls 100 ft. or more ALSO MADE OF OTHER CELLULOSE FILM Glassine Bags, Shoots & Rolls

Diamond "Cellophane" Products Harry L. Diamond Edward "At Your Service"
74 E. 28th St., Chicage 16, Victory 2-1030 Edward H. Elsen Illinois



SITUATION WANTED

PAN SPECIALIST — Life time experience as supt., and supervisor, have worked and taught pan work with the largest companies. Will teach all phases of pan work, will travel anywhere to teach, for steady work prefer NY Met. area. Companies looking to expand in pan work line, can set up dept. and supervise and teach personnel. Includes all kinds of pan work — Choc. work, candy coated work, soft work, & gum work. Box 1183, The MANUFACTURING CONFECTIONER.

Esq. available to take charge of chewing gum base department and general candy pan line. To this I will add that I have my own formula for synthetic chichly gum base which took me five years of research work. Also I will go in foreign countries to teach all this. Box 1286, The MANUFACTURING CONFECTIONER.

All around retail candy maker would like position at once in retail or small wholesale establishment. Box 981, The MANUFACTURING CONFECTIONER.

MISCELLANEOUS

For Sale: Weber's Candies liquidation; Display Cases and other store fixtures, candy boxes, other bargains. P. D. Surplus, 1818 N. 3rd St. Milwaukee 1, Wis.

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 39, Mass.



FULLY APPROVED BY HEALTH AUTHORITIES.

Manufactured by
The Standard Casing Co., Inc.
121 Spring St., New York 12, N. Y

COLORED COATINGS

Add color to your package!

Bon bon coatings in pink, green, peach, yellow and white.

Nu Coat Bon Bon Company

4338 N. Western Avenue Chicago 18, Illinois

MANUFACTURING MATERIAL REPRESENTATIVE

Former Buyer and Merchandiser of confectionery and related materials now interested in securing one or more representative lines for contact to the manufacturing industry. States; New York, New England and Pennsylvania.

> Box 1287, The Manufacturing Confectioner

New Classified Rates

Lightface type—10¢ per word; Boldface type—20¢ per word. Box number—\$1 additional. Minimum charge—\$2.50. 10% discount for advance payment.

Classified display advertising is charged at the rate of \$8.00 per column inch for less than ¼ page. Column is 13 picas. ¼ page and over charged at regular advertising rates.

Free-for the asking!

Due to over-runs, extra stock, and need for more space, a number of reprints from The MANUFACTUR-ING CONFECTIONER are available to subscribers at no charge. Merely list the titles you wish on your letter head and send to us.

The Mechanics of Radiant Heat
Transfer C. A. Mills – 1958

Low Temperature Storage of Candies Dr. Wodruff – 1957

Why They Buy Candy – And Why They Don't

Stuart Siebert – 1955

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What Is The Potential Market For Candy? Stanley Allured – 1955

Cransweets – A New Ingredient For Candy Stanley Allured – 1955

Moisture Determination at Curtiss Staff – 1955.

How Curtiss Makes Compound Coatings Stanley Allured – 1955

The Functions of Carbohydrates in Confections

Justin Alikonas - 1954

Packaging Chocolates at Johnston Stanley Allured – 1954

How Do You Judge a Whipping Agent?

Henika, Reger & Tenquist — 1954

Stability of Confections in Military Rations

Cosler & Woodruff - 1953

Organoleptic Panels – Purposes,
Objectives & Procedures
George Gelman – 1952

Chocolate Viscosity Standardization Norman Kempf – 1949

Some reprints in limited supply. Send titles on your letterhead to:

THE MANUFACTURING CON-FECTIONER, 418 N. Austin Blvd., Oak Park, Ill.

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ASED NEW JULY 1955

orgrove 42C high speed Whirl-style Cutting and Twist Wrapping Machine.

WHIRL KISS

- SQUARE

MOST MODERN HARD CANDY PLANT

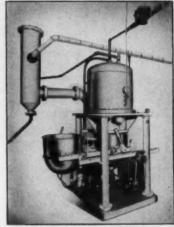
- Some Machines New
- Other Machines
 Practically New

HARDLY USED

Attractively Priced For Zuick Sale

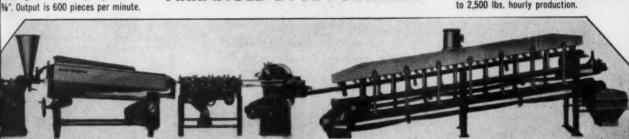
> IMMEDIATE DELIVERY

INSPECTION CAN BE ARRANGED BY APPOINTMENT



JUST INSTALLED HARDLY USED

National Equipment High-Speed High-Gloss Continuous Hard Candy Vacuum Cooker. 600 to 2,500 lbs. hourly production.



enter Filler Botch Former 4-Step Sizer Super Rostoplast 3-Way Cooler

1 — Complete Hansella Plastic Forming Line. Sold as a complete unit or any individual machines.

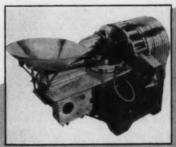
Rose Horizontal Automatic Batch Roller.

3 — Rose 500 RAF Form, Cut and Twist Wrap Machines.

11/4" x 17/32" diameter.

36" x 34" x 36" to 32"

Rose I, S. T. Twist Wrapper for various preformed shapes. Twist wraps pre-formed pieces automatically at speeds up to 160 per minute.



ONFECTIONERY MACHINERY CO., INC.

1" x 1/6" x 5/6"

8-322 Lafayette St. New York 12, N. Y.

DLD TOGETHER OR SEPARATELY

167 North May St. Chicago, Illinois SEely 3.7845



Act Now!

All Offerings Are Subject To Prior Sale

WRITE ...

WIRE...

PHONE...

collect to arrange to inspect this equipment and for complete details and quotations.

5,000 Machines In Stock

- Every type
- Every capacity
- For every need

TELL US YOUR REQUIREMENTS

Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.

* * *

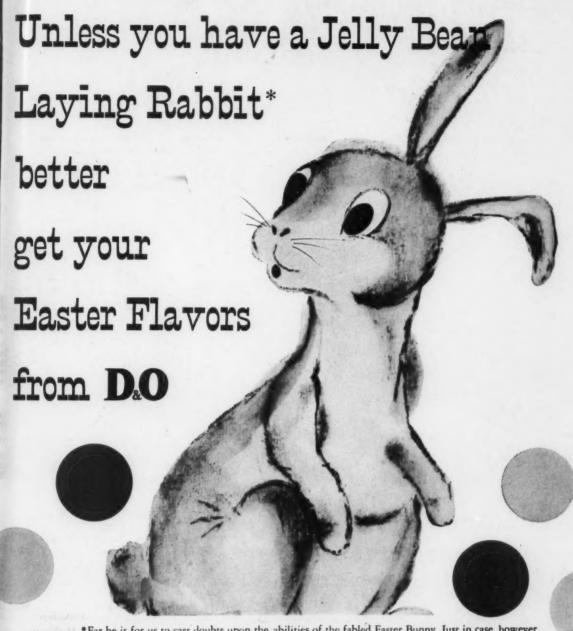
Ambrosia Chocolate Co. Oct. '58 Anheuser-Busch, Inc. Dec. '58 Aromanilla Co. Inc., The Nov. '58	Fritzsche Brothers, Inc. 24 Gunther Products, Inc. Nov. '58	Polak & Schwarz International N.V., a division of International Flavors and Fragrances, Inc.
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Brazil Nut Advertising Ass'n	International Foodcraft Company 32	Staley, A. E., Mfg. Co. 29 Standards Brands, Inc. Nov. 35
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Corn Products Refining Co Dec. '58 Dairyland Food	Merck & Co	van Ameringen-Haebler, a division of International Flavors and
Laboratories, Inc. Dec. '58 Dodge & Olcott, Inc. 45 Durkee Famous Foods Second Cover	National Aniline Division, Allied Chemical & Die Corp Nov. '58	Fragrances, Inc
Felton Chemical Company Inc. Dec. '58 Florasynth Laboratories, Inc. Nov. '58 Food Materials Corporation July '58 Foote & Jenk, Inc Oct. '58	National Food Products July '58 Nestle Company, Inc., The 9 Nu Coat Bon Bon Company 42 The Nulomoline Div. American Molasses Co. Nov. '58	Western Condensing Co. Back Cove Wilbur-Suchard Chocolate Company, Inc. Nov. 58 Woodward & Dickerson, Inc. 4 Wm. Zinsser & Company Nov. 58

PRODUCTION MACHINERY AND EQUIPMENT

Aasted Chocolate Machine Co Sept. '58	Greer, J. W., Company Oct. '58	Racine Confectioners' Machinery Sept. '38
Baywood Manufacturing Company	Hamilton Copper & Brass Co. July '58	
July '58 Buhler Brothers	Hansella Machine Corp 34	Savage Bros. Co
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Burrell Belting Co	Lehmann, J. M., Co., Inc Nov. '58	Stehling, Chas. H., Co 22
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Confection Machine Sales Co 40 Crescent Metal Products, Inc July '58	E. T. Oakes Corporation July '58	
		Vacuum Candy Machinery Co. Sept. '5
J. Alan Goddard Limited 37	Pulverizing Machinery Division July '58	Voss Belting & Specialty Co 20
J. Alan Goddard Limited	Turveitzing Machinery Division July 00	vos being & specially co

PACKAGING SUPPLIES AND EQUIPMENT

American Viscose Dec. '58 Amsco Packaging Machinery Inc. Dec. '58	General Packing Division Aug. '58 Hayssen Manufacturing Co Dec. '58 Hudson-Sharp Machine Co Dec. '58	Milprint, Inc. Murnane Paper Co. Package Machinery Co. June 5
Clark, J. L., Co. Nov. '58 Cooper Paper Box Corporation Oct. '58 Daniels Manufacturing Co. Nov. '58	I. D. Company July '58 Ideal Wrapping Machine Company 32 Knetchel Laboratories Dec. '58	Rhinelander Paper Company Dec. '5 Sealright Co., Inc. Sept. '5 Supermatic Packaging Corp
Diamond "Cellophane" Products 41 E. I. du Pont de Nemours & Co. Oct. '58	Lynch Corporation Dec. '58	Sweetnam, George H., Co Dec. '5 James Thompson & Co July '5
Federal Paper Board Co Sept. '58	Mercury Heat Sealing Equipment CoNov. '58	Triangle Package Machinery Co



*Far be it for us to cast doubts upon the abilities of the fabled Easter Bunny. Just in case, however, you want to be sure of a year 'round supply of fast selling jelly beans, we offer our less magical but possibly more dependable "Starch Gum" flavor group. For those six favorite jelly bean flavors, D&O suggests Dolco Strawberry, Raspberry, and Cherry flavors and Orange, Lemon and Anise oils, specifically tailored for starch gum products. A proportion of 1 to 1½ ounces is sufficient to provide delicious flavor to 100 pounds of candy, and the high concentration of the flavors and oils make for unusual economy. Trial quantities of the special "jelly bean flavors" are available on request, or through your local D&O representative. Let the D&O Flavor Department help make this your most flavorful, profitable Easter!

DO 1594 B. 15910 9755

l N.V., Flavors

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June

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Our 160th Year of Service

DODGE & OLCOTT, INC.

80 Varick Street - New

New York 14, N. Y.

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flavor bases
dry soluble seasonings
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aromatic chemicals
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FLAVOR



CARAMELS, FUDGE OR BON-BONS ...

Valley Fresh Sweet Dairy Whey improves flavor freshness

PROVE it in your own plant. Test a sample batch of one of your items incorporating Valley Fresh Sweet Dairy Whey and compare results (and costs) with your present formula.

You'll find that Valley Fresh Sweet Dairy Whey delivers a product with substantially improved flavor and keeping quality. Pound for pound, Sweet Dairy Whey gives you lower ingredient costs. It can save you up to 50% as a replacement for other nonfat dairy solids.

And when you buy Valley Fresh Sweet Dairy Whey, you get far more than a top quality candy ingredient. You're dealing with the largest, most experienced manufacturer of whey products. You can draw freely on our store of technical knowledge and on-the-spot assistance program.

Find out how Valley Fresh Sweet Dairy Whey can help you produce better products...at lower cost. For candy bulletins, working samples and information on the many other Western food ingredients, please write: Technical Service, Department 15A. Why not do it today?



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COAST-TO-COAST PLANTS AND WAREHOUSES... NO SEASONAL SHORTAGES OR SHIPPING DELAYS

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